The cable companies have no interest other than maximizing profit from consumers through their infrastructure, and tend to do so by offering only packages of content and services designed to maximize profit but that are not necessarily those that would be of benefits to consumers. Therefore third party providers of content and services must be given the means to offer their content and services over that infrastructure, without undue or artificial restrictions that are not justified by the actual cost of providing the access and a reasonable profit. In addition, control over the content of what can be communicated through the cable infrastructure is a restriction of free speech that can be remediated only by allowing reasonable and uncensored access to the transmission facilities to a wide range of third parties not affiliated with the owner of the transmission facility.